



**Association of Directory Publishers**

R. Lawrence Angove  
President & CEO

**Montana House of Representatives**

**H.B 461**

**Before the Committee on Business & Labor**

**Testimony of Larry Angove  
President and Chief Executive Officer  
Association of Directory Publishers  
On Behalf of the Industry**

Chair Arntzen, Vice Chairs Berry and Hunter, Members of the Committee on Business & Labor:

My name is Larry Angove and I am President and Chief Executive Officer of the Association of Directory Publishers (ADP).

I am testifying today on behalf of the memberships of the Association of Directory Publishers and the Yellow Pages Association (YPA), the two international trade associations representing print and electronic directory publishers, local search companies, and industry suppliers. Our combined memberships represent over 95 per cent of the Yellow Pages business in the United States and Canada.

I am here to testify in opposition to HB 461, but probably not for the reason you might expect.

The industry's opposition to HB 461 is not based on its intent – there is wide agreement both inside and outside of our industry that there must be a mechanism for those not wishing to receive all or some of the directories available to them – but rather on the fact that it is duplicative and therefore unnecessary and perhaps complicating.

The industry has been committed to a path of self-regulation regarding distribution since 2007, when the industry announced its commitment with the public issuance of its Joint Environmental Guidelines. Two years ago, the industry launched its [www.yellowpagesoptout.com](http://www.yellowpagesoptout.com) Web site to allow consumers to express their choices regarding directory delivery. On February 1 of this year, the industry relaunched its significantly enhanced and upgraded version of the site. I would be happy to demonstrate the site to members of the Committee to confirm its efficacy as a national solution following conclusion of this hearing.

To iterate, precisely what has been proposed in HB 461 is already in place and functioning. The industry would submit that the issue HB 461 is intended to address cannot possibly be achieved most effectively and universally if our industry is required to comply with a myriad of state and municipal statutes, each with its own variation on the common objective.

The industry for several years has been transitioning to new media platforms that complement the print product. Please understand that the industry is united in the belief that it benefits no one to deliver a book to anyone who doesn't want to receive it, as evidenced by the new and much improved [www.yellowpagesoptout.com](http://www.yellowpagesoptout.com).

The effectiveness of this national solution will be undermined and perhaps sabotaged if inconsistent and perhaps conflicting state and municipal legislation is enacted. The industry intends that the opt-out web site will serve consumers in the exact way everyone wants it to function, if it is given the opportunity. In a twist on the familiar adage: "If it's already been fixed, don't break it".

The states of Hawai'i and Washington recently considered similar legislation and the oversight Committees in both states decided to defer legislation in the belief that the industry site already receiving and processing thousands of consumer choice requests would allow them to avoid the cost, time, effort required to implement a duplicative solution in their individual states.

The industry stands ready to demonstrate the wisdom of a similar strategy in Montana.

Respectfully submitted,

A handwritten signature in dark ink, appearing to read "Lawrence Angove", written in a cursive style.

R. Lawrence Angove  
President and Chief Executive Officer